



RESPONSABILITÀ
SOCIALE D'IMPRESA

ABI Associazione
Bancaria
Italiana

Forum CSR 2010

Responsibly Transparent:
Evolution of the Market.
Banks, Institutions and Stakeholders Face to Face.

Rome, 10 and 11 February 2010

Matteo Ricci Convention Center, Piazza della Pilotta 4.



AGENDA

OPENING PLENARY SESSION

The role of non-financial criteria in making banks more transparent

9,00 a.m. Opening address
Giovanni **Sabatini**, *General Manager ABI*

Keynote Speaker: Giulio **Sapelli**, *Professor of Economic History and Political Economy*
University of Milano

Chair: Davide **Dal Maso**, *General Secretary Forum per la Finanza Sostenibile*

Corporate Social Responsibility in banking activity among rules and best practice
Enrico **Granata**, *Head of Normative Department ABI*

ESG Disclosure as an important element of a credible CSR Strategy
Pedro **Ortún Silvan**, *Director for CSR in DG ENTR European Commission*

Concerted Self-Regulation and the Stakeholder Engagement Model
Massimo **Roccia**, *Head of Retail Department ABI and General Secretary Consorzio PattiChiari*

The Montepaschi Group's Approach to Strategic Management of Intangible Assets
Antonio **Vigni**, *General Manager Banca Monte dei Paschi di Siena*

11,00 a.m. *Coffee break*

11,15 a.m. *Parallel Co-building Session – First round and First Round Table*

PARALLEL SESSIONS – FIRST PART (11.15 a.m. – 1.30 p.m.)

PARALLEL CO-BUILDING SESSIONS – first round

A1 – CREDITWORTHINESS AND FINANCIAL INNOVATION

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department* **ABI** and

Antonio **Adinolfi**, *Manager of Treasury Department* **Ministry of Economy and Finance**

B1 – INVESTING AND ALLOCATING SAVINGS

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Michele **Guerrieri**, *Executive Sales Manager* **Etica Sgr** and

Gianfranco **Venuti**, *Director for Investment Center Service* **Banca Popolare di Milano**

C1 – OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE

Banks and energy efficiency in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management, Head of Department* and

Antonio **Astone**, *Sustainability & Business Development Manager* **DNV Italia**

D1 – SUSTAINABLE COMMUNICATIONS

Content, participation and new media

Chair: Ippolito **Alfieri**, *CEO* **Koan multimedia**

E1 – MANAGEMENT AND REPORTING

From management to reporting and vice versa: comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area* **SCS Consulting** and

Filippo Maria **Bocchi**, *CSR Manager* **Gruppo HERA**

ROUND TABLE I

FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING. COMPARING THE MARKET AND SOCIETY

Chair: Marco **Frey**, *Director* **FUR Scuola Superiore Sant'Anna** and
President **Global Compact Italian Network**

Panel:

Daniela **Carosio**, *Member of the ESG Commission* **EFFAS – European Federation of Financial Analyst Societies**

Chiara **Mio**, *Delegate* **CNDCEC - Sustainability Policy Group** **FEE – The Federation of European Accountants**

Paolo **Nazzaro**, *Head of Group Sustainability* **Gruppo Telecom Italia**

Fulvio **Rossi**, *Vice President* **CSR Manager Network Italia**

Giuseppe **Van Der Helm**, *Executive Director* **VBDO EUROSIF – European Sustainable Investment Forum**

13,30 *Buffet lunch*

PARALLEL SESSIONS – SECOND PART (3.00 a.m. – 5.15 p.m.)

PARALLEL CO-BUILDING SESSIONS – second round

A2 – CREDITWORTHINESS AND FINANCIAL INNOVATION

Non-financial criteria help assess creditworthiness and support financial innovation

Chair: Alessandro **Messina**, *Head of Retail Credit Department* **ABI** and
Fabrizio **Arboresi**, *Business Consulting Director* **CRIF Decision Solutions**

B2 – INVESTING AND ALLOCATING SAVINGS

Investors and savers also take non-financial criteria into account when making informed decisions

Chair: Davide **Dal Maso**, *General Secretary* and
Maria Paola **Marchello**, *Programme Officer* **Forum per la Finanza Sostenibile**

C2 – OBJECTIVE 20-20-20: INVESTING IN ENERGY EFFICIENCY FOR A SUSTAINABLE FUTURE

Banks and energy efficiency in order to reduce costs, optimise environmental performance, and improve company image

Chair: Zeno **Beltrami**, *Key Customer Management, Head of Department* and
Antonio **Astone**, *Sustainability & Business Development Manager* **DNV Italia**

D2 – SUSTAINABLE COMMUNICATIONS

Communicating CSR through the media

Chair: Andrea **Linares**, *Economic Editors-in-chief* **Agenzia ANSA**

E2 – MANAGEMENT AND REPORTING

From management to reporting and vice versa: comparing reference models

Chair: Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area* **SCS Consulting** and
Filippo Maria **Bocchi**, *CSR Manager* **Gruppo HERA**

ROUND TABLE II (3.00 a.m. – 5.15 p.m.)

FROM A EUROPEAN POINT OF VIEW: NON-FINANCIAL CRITERIA IN REPORTING. COMPARING THE MARKET AND SOCIETY

Chair: Leonardo **Becchetti**, *Università di Roma Tor Vergata* and *Consultant* **EconomEtica**

Panel:

Ruggero **Bodo**, *Consultant* **Fondazione Sodalitas**

Victor **Kjaer**, *Deputy Director General* **Danish Commerce and Companies Agency**

Ruggero **Lensi**, *Technical Director* **UNI – Ente Nazionale Italiano di Unificazione**

Lorenzo **Saa**, *Assessment and Training Manager* **PRI – Principles for Responsible Investment**

Michael **Wallace**, *Director Sustainability Reporting Framework* **GRI – Global Reporting Initiative**

17,15 p.m. *Closing of Forum CSR 2010 first day*

SECOND DAY – 11 FEBRUARY

CLOSING PLENARY SESSION

Chair: Gianna **Zappi**, *Head of CSR Office* **ABI**

9,00 a.m. **PRESENTING THE CO-BUILDING SESSIONS' RESULTS**

Creditworthiness and financial innovation

Alessandro **Messina**, *Head of Retail Credit Department* **ABI**

Investing and allocating savings

Davide **Dal Maso**, *General Secretary* **Forum per la Finanza Sostenibile**

Objective 20-20-20: investing in energy efficiency for a sustainable future

Vittore **Marangon**, *CEO* **DNV Italia**

Sustainable Communications

Andrea **Linares**, *Economic Editors-in-chief* **Agenzia ANSA**

Management and reporting

Valeria **Fazio**, *Head of Accountability and Corporate Responsibility Area*
SCS Consulting

11,00 a.m. *Coffee break*

11,15 a.m. **CLOSING ROUND TABLE**

**THE ROLE PLAYED BY NON-FINANCIAL CRITERIA IN IMPROVING MARKET
TRANSPARENCY. FUTURE PROSPECTS AND *HOMEWORK***

Chair: Lorenzo **Sacconi**, *Università di Trento* and *Director* **Econometrica**

Panel:

Andrea **Bianchi**, *General Manager for Industrial Policy and Competitiveness*
Ministry of Economic Development

Juan **de la Mota**, *President* **Global Compact Network Spain**

Carien **Duisterwinkel**, *Manager Membership Relations* **CSR Europe**

Alessandro **Laterza**, *President* *Cultur Commission* **Confindustria**

Gianluca **Manca**, *Co-Chair* **AMWG UNEP FI** and *Head of Sustainability* **Eurizon Capital
SGR, Intesa Sanpaolo**

Giovanni **Sabatini**, *General Manager* **ABI**

13,30 p.m. *Closing of Forum CSR 2010*